

Advertising Feature

**HOTELS • RESORTS • LIFESTYLE COMMUNITIES**



**Baby boomers never cease to improve every service they use, due to their sheer volume and demanding nature. With boomers now starting to flee the GTA in droves, developers of Lifestyle Communities in cottage country are sitting up and listening.**

During these pioneer days, developers of Lifestyle Communities are learning the hard way that the boomers want what they want and will not settle for less. Mid-rise apartment style buildings in cottage country work on paper, but will not fly. The boomers have also snubbed the new sprawling subdivision-style Lifestyle Communities adjacent to golf courses because they lack waterfront and require cars. Waterfront Lifestyle Communities featuring townhomes are sitting idle because the boomers don't want the stairs.

Signature Carleton, whose background is in hotels, resorts and million dollar estates, appears to have found the right formula with its latest release, Sophie's Landing Lakeside Club in Orillia. Sophie's Landing is a Gated Waterfront Lifestyle Community located on the north shores of Lake Simcoe, in the Trent Severn Waterway System.

Sophie's Landing, now rated Ontario's #1 Lifestyle Community, is the only gated waterfront community in Ontario. It features very high-end architecture and has received 2 urban design awards to date.

Eric Kerzner, president of Signature Carleton, set his sights squarely on this exploding cohort when he conceived Sophie's Landing. He is directly targeting boomers in their late 40's, 50's and early 60's who are looking for a cottage they can ultimately use as a summer home or full time retirement residence.

Sophie's Landing features 84 detached bungalows with lofts, steep rooflines, full basements and attached garages. All units have a single or double drive.

Bruce Light, a Phase 2 Purchaser told us "We researched everything within 90 minutes of Toronto. Nothing compared to Sophie's Landing. This location is ideal. We appreciated that the developer was willing to customize our home. He promised us a first class development and spared no expense on the quality of our home & the amenities, including Private Marina, Waterfront Clubhouse and Pool. We feel we made a very good investment and the quality of our lifestyle is everything we dreamed it would be."

Purchasers at Sophie's Landing are encouraged to customize their homes. Kerzner has created a cost + 20% formula that makes it doable.

Louis Weisleder, who bought his cottage in Phase 1 points out "We looked everywhere before stumbling upon Sophie's Landing. The purchasers here are happy. They love their homes and the lifestyle here. We've made so many friends. And where else can you sit with the developer to design your dream home? We get so much positive feedback about our home and about the architecture here, and our amenities. We feel we've made an excellent investment."

Jeff Rubenstein, another Phase 2 Purchaser said "We have been looking for a cottage for 5 years and we are just so happy with our investment here at Sophie's Landing." "This builder has a great concept, and understands how to deliver customer service, which is a scarce quality among home builders these days. He has also been quite clever about attracting the right kind of buyers. We are making many new friends. They all value their lifestyles, just like us." says Rubenstein.

Anyone interested in Sophie's Landing should move quickly. Phase 1 (49 units) is sold-out. Phase 2 (35 units) is 90% sold. Prices start at \$339,900 with sizes up to 3,000 sq ft. Purchasers who move quickly will receive a Free Upgrade Package valued at \$33,000 and will save up to \$20,000 in the new Harmonized Sales Tax (HST).

Chuck Penny lives in Phase 1 and now sells for Kerzner. Penny says "compare our condo fees of \$125/month to our competitor's \$0.33 per sq ft and I can show you how you need to add \$250,000 to their prices to compare apples to apples due to our condo fees alone."

Penny adds "Orillia has Memorial Hospital, shopping & festivals every summer weekend. Casino Rama and downtown Orillia are 5 minutes from our gates. We have a 65 acre park with trails and beaches right across the street."

**SOPHIE'S LANDING  
LAKESIDE CLUB**



Exclusive Waterfront Lifestyle Community on Lake Simcoe in Orillia

Private Marina

Fitness, Pool & Spa

Waterfront Amenities

Ideal for Cottage or Summer Home

Secure Gated Community

Award-Winning Custom Architectural Designs

June 2010 Occupancy Still Available (save the HST)

From \$339,900 up to 3000 sq. ft.

**RESORT LIVING**

FOR ONLY **\$125\*/month**

\*Condo Fees

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BBQ • MEET THE BUILDER • BOAT TOURS

**SAVE UP TO \$33,000\***

\* Offer ends September 30, 2009



**705-329-7710**

**sophieslanding.ca**